**Community Composition**

- 30% Business & Industry
- 20% Non-Profit
- 18% Higher Ed Administrators
- 17% Higher Ed Professors
- 12% K-12 Administrators
- 36% K-12 Teachers
- 44% Practitioners & Administrator
- 3% Government
- 3% Student

**Community Numbers**

- 12,927 Total Attendance
- 8,274 Registrants
- 4,653 Public Attendees
- 1,202 Speakers
- 171 Media in Attendance
- 41 Countries Represented

**Community Statistics**

- 86% Value the opportunity to discover new products and services at conferences
- 62% Play a role in purchasing decisions for their institution or organization
- 86% Rank SXSW EDU as good as or better than other education conferences
- 96% Are likely to recommend SXSW EDU to a friend or colleague
- 97% Have a bachelor’s degree or higher
- 73% Have a graduate degree or higher

*Every conversation at SXSW EDU challenged those in attendance to do more than pivot, but to leap, towards intense learner-focused and human-centered innovation.*

- Knowledge Works, March 11, 2019

For SXSW EDU sales information contact sales@sxswedu.com
## DEMOGRAPHICS

### Media Engagement

<table>
<thead>
<tr>
<th>171</th>
<th>11%</th>
</tr>
</thead>
<tbody>
<tr>
<td>REGISTERED MEDIA IN ATTENDANCE</td>
<td>INCREASE IN MEDIA ATTENDANCE OVER 2018</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>45%</th>
<th>132%</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCREASE IN MEDIA PARTNERSHIPS</td>
<td>INCREASE IN MEDIA PARTICIPATION ON THE PROGRAM</td>
</tr>
</tbody>
</table>

### Top Ten Countries Represented

#### OUTSIDE U.S.

1. Canada
2. Japan
3. Brazil
4. United Kingdom
5. Australia
6. Mexico
7. Sweden
8. China
9. Germany
10. Netherlands

### Top Ten States Represented

#### OUTSIDE TEXAS

1. California
2. New York
3. District of Columbia
4. Massachusetts
5. Illinois
6. Virginia
7. Pennsylvania
8. Colorado
9. Washington
10. Ohio

### Select Participating Outlets

- Axios
- NPR
- The Atlantic
- Chalkbeat
- Newshour
- TIME
- EdSurge
- PBS
- USA Today
- Hechinger Report
- Wall Street Journal
- NBC News
- Reuters
- The 74
- Wall Street Journal
- Washington Post

### Top Five Roles Represented in Higher Education Leadership

1. Director
2. Manager
3. Administrator
4. Dean
5. Senior/Vice

### Top Five Roles Represented in K-12 Leadership

1. Administrator
2. Director
3. Principal
4. Superintendent
5. Manager

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"Learning takes shape in so many different formats and with our commitment to experiential education and personalization, SXSW EDU was a beautiful intersection of diverse topics that provided a truly high-quality Learner Experience (LX)."

- Getting Smart, March 13, 2019
OPPORTUNITIES

Advertising
Reach forward-leaning education professionals by advertising in the printed program guide or through unique opportunities like hotel keys, volunteer T-shirts, lanyards, registration scholarships, and social media posts.

Activations
Create custom interaction points with registrant lounges and hallway spaces to provide attendees a place to recharge and get connected. More targeted opportunities like speaker green rooms and the press suite are available as well.

Partner Programming
SXSW EDU attendees are ready to learn about what’s next in education. Share your work through a series of sessions and workshops, or convene like-minded attendees with a custom meet up.
OPPORTUNITIES

Mixers, Socials, & Parties
The networking comes to life at keystone events like the opening and closing parties. Or host your own social and benefit from promotion and planning assistance via the official event package.

Special Opportunities
Take learning beyond the traditional conference setting by supporting unique programming elements like Film, Learn by Design, Launch, and the Student Startup Competition.

Expo
A dynamic space featuring a discovery-based learning playground, curated programming, and networking alongside interactive exhibits showcasing what's next and new in education. The Expo will also host a community day when thousands of Central Texas students and educators will have an opportunity to engage.